

The Toronto World.

10 ST. TONGUE-STREET, TORONTO.
A One Cent Morning Paper.

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Try It For a Month.
The salting of the Street Railway Company to the tune of \$500 in the recent transfer case will again bring the whole transfer system into the arena of public discussion.

It looks as if the courts will be asked to decide as to the rights of an individual citizen to maintain an action for violation of the contract between the city and company. Counsel for the company contends that any violation of the agreement—refusing to transfer a passenger, for instance—may be treated as a matter of the civic corporation and not as a contract.

Under the present method of transfer the company occupies an awkward position. The recent verdict proves that it is not safe for the company to refuse to accept the terms of any passenger who says he is a transfer. The company, despite the fact of its having a score or more of alleged eye-witnesses, is completely at the mercy of the public.

The World suggests that the present is an opportune time to consider whether an arrangement cannot be made to transfer the City and Company under which transfers will be unnecessary. It is evident to a mathematician that a lower rate of fare without transfer privilege can be ascertained that will exactly offset the higher rate of fare with the privilege.

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The World, however, does not wish to propose any scheme that might not work as anticipated. We therefore suggest that the city and company come to an agreement to abolish transfers for one month and substitute 10 and 8-for-a-quarter tickets for the tickets now used. If, at the end of the time, either party is dissatisfied the old regime could be restored or such modification as might be agreeable.

A Musical Strike Preferred.
The residents of a New Jersey town have applied to the courts for an injunction to restrain the railway from annoying the public by the excessive whistling of locomotives. We used to be subject to a similar nuisance in Toronto, but, fortunately, in the centre of the city at least, it has been abated.

Warehousing and Cash Advances.
The World has much pleasure in calling the attention of its numerous readers to the advertisement of the well-known firm of Alexander Boyd & Sons, who announce that they are in a position and prepared to make cash advances to parties to purchase stocks and other business securities.

RECEIVERS FOR UNION PACIFIC.

The majority must and shall rule in this country. No future States will have an opportunity to repeat this shameful and humiliating business.—American Exchange.

A radical difference between the American and English constitutions is emphasized by the present attitude of the United States Senate to the Sherman Silver bill. It is admitted that public opinion is pretty unanimously in favor of repealing the bill.

According to the constitution of the country the people have no immediate control over the Senate, and the Senate refuses to respond to the wishes of the people. It will take eight years before the people can get a chance to wholly alter the complexion of this part of their Parliament.

The grounds of necessity for the appointment of receivers are fully set forth in the bill. The company for the year ending Dec. 31, 1922, had a surplus of \$2,000,000. From January 1 to July 1, 1923, there was a loss in net revenue of \$800,000, in July and August a loss of \$2,000,000. For the month of September there was a loss of \$1,500,000, as compared with the preceding year. From Jan. 1 to Aug. 31 there was a falling off in net revenue of over \$2,500,000.

A Post-mortem on the...
BALTIMORE, Md., Oct. 15.—The city jail and penitentiary buildings facing in Madison street were yesterday in the hands of hundreds of prisoners. The Maryland penitentiary had locked in its cells some 600 convicts. Yesterday there was a riot among these prisoners in the jail. Smoke was filling the corridors, and the guards were firing at the inmates.

West Down With Her Crew.
LONDON, Oct. 14.—The steamer Marie Henriette, plying between Dover and Ostend, was yesterday wrecked on the schooner Eleanor this morning. There were six men on the schooner. The vessel struck the rocks at 10 o'clock. The crew was taken up by a boat from the Marie Henriette. The schooner was abandoned.

The Bomb Exploded.
PARIS, Oct. 15.—An attempt was made yesterday to destroy the court residence of M. Lema, a commercial man and owner of the Hotel de la Ville. A bomb exploded in the room of the house by an unknown person. The explosion was heard in the neighborhood.

Local Notes.
We congratulate Messrs. A. & S. Northrup on the success of their recent venture in the well-deserved triumph of the Chicago and North Western Railway. The company has secured a large order for the construction of a new line of railway.

On for the Shooting.
Ald. McMurich and Dr. Temple have gone to London for a few days of shooting. It begins to-day. George Nurse is also off for the same grounds. Others follow to-day.

A SCHOOLBOY'S LUCK.

The Eighteenth Earl of Rothes a Lad of 16.

LONDON, Oct. 15.—A boy at Eton has just stepped into a fortune through the death of his grandmother and Countess of Rothes. The earldom was created in 1427, and the late countess was the 17th in succession to the title, becoming Countess of Rothes on the death of her niece in February, 1888.

After the incident Hooper was taken to a drug-store for repairs, and the apothecary, with the assistance of a neighboring doctor, patched up the damaged member as best they could. Hooper, however, and a dozen hours of being blind Hooper's arm swelled up to the size of a dinner plate.

DEATH DISCLOSED BIGAMY.
Gen. Farrer's Death Due to His Upsetting a Lamp.
LONDON, Oct. 14.—The inquest in the case of the late Gen. Farrer, who died from injuries received while trying to escape from a fire in the house in which he was living, resulted in a verdict that he died of heart failure from over-exerting a lamp while intoxicated.

DIFFERED FROM THE ORDINARY.
They Swear at the Camp.—He Shot the Editor.
MOSCOW, Oct. 14.—M. Chodoloff, editor of the Official Gazette in the city of Kark, was yesterday arrested. He was charged with having shot at the editor of the Official Gazette, who was also arrested.

Local Notes.
The Septuagintal Street Locomotive.
A good deal of interest has been attracted to the "birth of another little son" to the family of Locomotives, which is intended to be a very attractive to the eyes. It represents an almost unique instance of a son being 17 years younger than his father.

Local Notes.
The G.O.P. held a service at the residence of the late Mrs. M. J. Temple, who died on the 10th inst. The service was held at 12 Macdonnell-avenue, and was attended by a large number of friends.

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CHEWED BY A LIONESS.

Frighful struggle of a Showman With an Animal.

"Death from the bite of a lioness," may be the style of a verdict. Coroner Jones will be called upon to render the verdict in the case of a showman who was killed by a lioness.

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MR. KEATING'S RECOMMENDATIONS.

Some of the Principal Questions of the Board of Works Will Discuss To-day.

The Board of Works will meet this afternoon. Engineer Keating in his report, which will be considered, recommends a 6-foot sidewalk on the south side of Oxford-street, a cedar block pavement in Davies-avenue, from Queen-street to Madison-avenue.

With reference to Avenue-road Mr. Keating recommends that the street railway system be extended from Bloor-street to the C.E.R. tracks on condition that the roadway be reconstructed to a width of 40 feet throughout the limit as a local improvement.

As the present cedar block pavement on the C. P. R. tracks is in a state of disrepair, Mr. Keating recommends that it be replaced by a permanent pavement, a 40-foot asphalt pavement is recommended. The cost will be about \$38,000. From Davenport-road to the C. P. R. tracks the street will require to be widened 8 feet.

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OUR POPULATION DECREASED.

WHAT IS THE MATTER WITH TORONTO?

We should systematically advertise the city—With Beautiful Parks, Unrivaled Railway Facilities, Low Taxation and Good Civic Government Our Population Has Decreased.—The Benefit Chicago Derives From the Fair.

Why do these manufacturers and merchants who sell their goods at the lowest living profit, who undersell every competitor, who act honestly, consistently and liberal with their customers, who carry the largest and best varieties, latest styles and novelties in their lines, spend thousands of dollars in advertising? Would one not think that the public having been made ready to buy, and so the merchant need not be so anxious to advertise?

Now that we are counting on reaching the half-million. To measure the success of Chicago derives from the Fair one must not only consider the great number of visitors who spent their holidays studying her industries and admiring her vigorous energy, but you must allow for the advertising value she has received from every newspaper in the world. This is the fact that has helped her, and this it is that will give the impetus to make Chicago the first city of the New World.

To advertise, then, is a real necessity for the city as well as for the merchant. For instance, guano brothers might continue to sell all kinds of guano, but if they did not advertise they would not sell a more than half what they now sell in a day. This is strange since the public know that this line of guano is sold every other place for \$2.75. Again, every man in this city knows that J. D. King's kangaroo lace boots are usually sold for five dollars, but through guano brothers are selling them for \$4.00 they cannot afford to wait until the winter for five dollars, but to month, they want the thousand to know it, to hear it, to read it, hence they advertise, hence they want to know what they want boots to go guano brothers for them. Ask any football player in Toronto, "Where can I get the reputation football boot?" and the answer will be: "At guano brothers, two fourteen Yonge-street, the only place in the city."

These Vaults are the Finest in Ontario, and may be inspected any time during office hours.
A. E. PLUMMER, Manager.

THE TRUSTS CORPORATION, OF ONTARIO.
Bank Deposit Vaults, BANK OF COMMERCE BUILDING.
Parties leaving town for the Summer will find accommodation for storing their Silverware, Plate and Valuable goods in our safe vaults. Deposit safes, including Tin Boxes, to rent at a moderate charge. Our smallest safe is 18" x 24" x 18".

OMMENDADOR PORT WINE.
BOTTLED & SHIPPED BY FEUERBERGER & CO. PORTO.
All Sole Agents for Canada.

ERRORS OF YOUNG & OLD.
Organic Weakness, Falling Memory, Loss of Sleep, Headache, Nervousness, etc., cured by the use of Dr. Wood's Norway Pine Syrup.

MONDAY MCKENDRY'S BARGAIN DAY

With Reference to Avenue-road Mr. Keating recommends that the street railway system be extended from Bloor-street to the C.E.R. tracks on condition that the roadway be reconstructed to a width of 40 feet throughout the limit as a local improvement.

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